

Cook Islands

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The Cook Islands GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components Cook Islands could include in a comprehensive tobacco control program. The Cook Islands GYTS was a school-based survey of students in forms 2 - 5, conducted in 2003.

A two-stage cluster sample design was used to produce representative data for all of Cook Islands. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 100%, the student response rate was 84.8%, and the overall response rate was 84.8%. A total of 736 students participated in the Cook Islands GYTS.

Prevalence

70.4% of students had ever smoked cigarettes (Boy = 70.0%, Girl = 70.6%)
 43.6% currently smoke cigarettes (Boy = 39.9%, Girl = 46.7%)
 20.4% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

47.1% think boys and 40.8% think girls who smoke have more friends
 15.8% think boys and 13.9% think girls who smoke look more attractive

Access and Availability - Current Smokers

23.4% usually smoke at home
 12.5% buy cigarettes in a store
 67.2% who bought cigarettes in a store were NOT refused purchase because of their age

Environmental Tobacco Smoke

57.2% live in homes where others smoke in their presence
 72.3% are around others who smoke in places outside their home
 75.3% think smoking should be banned from public places
 47.9% think smoke from others is harmful to them
 52.0% have one or more parents who smoke
 25.1% have most or all friends who smoke

Cessation - Current Smokers

93.8% want to stop smoking
 84.7% tried to stop smoking during the past year
 80.3% have ever received help to stop smoking

Media and Advertising

81.3% saw anti-smoking media messages, in the past 30 days
 66.7% saw pro-cigarette ads on billboards, in the past 30 days
 70.1% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
 20.3% have an object with a cigarette brand logo
 13.1% were offered free cigarettes by a tobacco company representative

School

55.7% had been taught in class, during the past year, about the dangers of smoking
 35.4% had discussed in class, during the past year, reasons why people their age smoke
 55.3% had been taught in class, during the past year, the effects of tobacco use

Highlights

- 44% of students currently smoke cigarettes.
- ETS exposure is high – Almost 6 in 10 students live in homes where others smoke in their presence; Over 7 in 10 are exposed to smoke in public places; Over 5 in 10 have parents who smoke.
- Almost 5 in 10 of students think smoke from others is harmful to them.
- Almost 8 in 10 students think smoking in public places should be banned.
- Over 9 in 10 smokers want to quit.
- Over 8 in 10 students saw anti-smoking media messages in the past 30 days; Almost 7 in 10 students saw pro-cigarette ads in the past 30 days.